

TIME: 10:29  
DATE: Dec. 2, 1953  
SPONSOR: THE HAMPSHIRE BOOKSHOP  
SOLICITOR: DMC

Read it bravely dear!

LONG!

Here are JUST a FEW of the things you can get for  
a dollar or **LESS** at the HAMPSHIRE BOOKSHOP:

the CHRISTMAS ISSUE of The LONDON ILLUSTRATED NEWS/a  
little hand-carved crèche from ITALY/ handkerchieves saying,  
"Merry Christmas"/ a charming book of love poems---<sup>each</sup> each for  
only a dollar/// an **address** book, 70cents/ paper guest towels, 59 cents/  
four little books on the symphony, composers, orchestral music, and  
operas for 75 cents each/ and, ~~the~~ cookbooks,  
CHILDREN'S BOOKS, stationery/ calendars, trivets, IMPORTED CANDIES,  
and humorous books.

THE HAMPSHIRE BOOKSHOP is open from 9 to 5:30 EVERY day,  
and until 9 p.m. this THURSDAY NIGHT. The BOOKSHOP will  
gift-wrap AND mail your packages for you.

So visit THE HAMPSHIRE BOOKSHOP ,where a dollar DOES a lot and  
GIVE a lot of CHRISTMAS PLEASURE.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.

~~THE CORRECT TIME is now 1.66.6.1.6.6.6.6.74~~

Bob Barbour  
ANNOUNCER'S SIGNATURE



Read this well!! Miss Wals (Kant. Bookshop) is returning

Read it carefully  
Dear!

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LONG!

IT YOUR exchequer is feeling the pinch of the times and the

season, stop in at THE HAMPSHIRE BOOKSHOP, where

a dollar REALLY does a lot!

Here are JUST a FEW of the things you can get for

a dollar or LESS at THE HAMPSHIRE BOOKSHOP:

the CHRISTMAS ISSUE of the LONDON ILLUSTRATED NEWS

little hand-carved orisons from ITALY / handshakes and

"Merry Christmas" / a charming book of love poems--each for

only a dollar!!! engravings, paper guest towels, 25 cents

four little books on the symphony, composers, orchestral music, and

operas for 75 cents each; and, of course, cookbooks.

CHILDREN'S BOOKS, stationery, calendars, trivets, IMPORTED CANDLES,

and numerous books.

THE HAMPSHIRE BOOKSHOP is open from 9 to 5:30 EVERY DAY,

and until 9 p.m. on THURSDAY NIGHT. THE BOOKSHOP WILL

gift-wrap AND mail your packages for you, too.

So visit THE HAMPSHIRE BOOKSHOP, where a dollar DOES a lot, and

GIVE a lot of CHRISTMAS pleasure.

YOU ARE TALKED TO GOD, THE VOICE OF WHITE COLLAR, WASH, WORTHINGTON.

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Barbara  
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